Bulletin

THE GOLDEN AGE SALES DEPARTMENT (Workers) JANUARY 1, 1920

MY STRENGTH AND SONG

MORE and more it is evident that the people need the truth through THE GOLDEN AGE. The common people hear gladly. By the Lord's Word opposition will not continue long. Those associated with the Lamb in the skirmishes of the war with the beast, and continuing throughout, are "called and chosen and faithful." The final test is Faithfulness. Our sentiments as workers are in the Year's Text—"The Lord is my Strength and Song". The song of his gracious plans to mankind engages his people. He affords strength for the service. And the strength and the song bring responsibility to declare the message.

This should be a banner year for the message. The signs spoken by the Lord take place before our very eyes. On earth distress of nations; perplexity; sea and waves roaring; men's hearts failing them; looking to things coming on the earth! The time for leadership finds men at their wits' end, reeling to and fro as drunken. But those enjoying divine peace of heart and mind desire to publish by word, pen, book, tract and THE GOLDEN AGE the glad tidings of God's gracious plan. It is a privilege to interpret the present stress, and to tell of the blessings to follow from the setting up of God's Kingdom in the world. All need this message of comfort. The time is bound to come soon when it will be in great demand.

REPORTS

See to it that so far as you are concerned the Weekly Class Report is not delayed.

Meanwhile you render each person you call on an invaluable service. And they would like you to call again. But the message must reach others, and they can arrange for your visits every other week through THE GOLDEN AGE. You may publish the tidings by word of mouth alone, or additionally by the sale of sets of Scripture Studies, or by a subscription to THE GOLDEN AGE. This is the all-important object—to

Publish the Message

The Message the People Want

THE GOLDEN AGE is the message the people want. It is but for them to find out what it contains. A worker writes us from Pennsylvania: "A prominent doctor of this city, who is also a member of a club, told me yesterday that he took a copy of THE GOLDEN AGE to the club one evening, and that himself and several other members spent the evening in discussing its various features; and in the end they decided that THE GOLDEN AGE was something new and different from anything they had seen before, and that it was worthy of support." It is by just such discussions and talking over the message contained in THE GOLDEN AGE that the canvass has accomplished. People for the most part do not act impulsively, nor on the spur of the moment, but after they have had the time to consider, and compare what was offered with what they have and with that they can obtain; then they have some basis upon which to decide.

A Professor---A Manufacturer

A colporteur writes: "One man who is a college professor subscribed to THE GOLDEN AGE, saying: 'It is just what I have been looking for'. Another, a manufacturer, said, 'It contains good, sound reading—just what I want. So many other magazines are one-half advertisements and so high priced, and nothing practical to read.'"

Best I Ever Saw

A brother from Ohio writes: "One brother gave a sample copy to a man who he thought would like it. After the man examined it he said it was a very good magazine, but like all the I. B. S. A. literature, it had a lot of Bible quotations in it; so he gave it to a friend of his, an oil worker, who read it and said, 'It is the best magazine I ever saw,' and wanted to subscribe."

The Jews Interested

"One sister met a Jew, the proprietor of a department store, who is interested in the Zionist movement and is very much discouraged. He said he was afraid the whole race would be exterminated. She gave him the comforting message of the present time to the Jews, in which he became much interested, and invited her to come again."

Had the Books Eight Years

"Already one sister came to a house where the lady had had the books, STUDIES IN THE SCRIPTURES, eight years. She says no one could get her to believe anything else, and has been trying to find some one that believed as she did." (This comes from a town in which there is a class of fourteen.)

Interest in a Dead City

"Calling on one lady, who seemed to be a consecrated woman, she said: 'Our minister of the Congregational church said the people are so unresponsive to his efforts, and if they didn't soon respond he would have to give up his pastorate and work in the slums, where they would respond.' This city is known by salesmen, as well as others, to be dead, so to speak. Sunday we had advertised a good deal for a meeting in the theater, and it was the biggest success we have had along this line. Thirty-nine names were handed in. We are very much encouraged, and believe THE GOLDEN AGE work and lectures will work wonderfully together."

POINTS TO BE PRESSED

CANVASSING and recanvassing a locality leaves its indent upon the minds of those canvassed, and this impression deepens with each additional call. The people reason like this: "If that man (or woman) is giving his time to canvassing for that magazine, there must be something in it; either personal gain, or the magazine contains a message worth looking over." Many canvassers make an initial call and do not call again; but not so with THE GOLDEN AGE worker: refusal of the subscription is merely the invitation for another call. The work is so great as to call for even the little time and effort that each can give. It should stimulate all to do with might what the hands find to do, working while it is yet called day. Endeavor to leave in the minds of the people these points: The present order of things has ended; the new order is the setting up of the Lord's Kingdom; the I. B. S. A. alone tells of the new order; that the preachers are shirking their responsibility, and instead of meeting the issue bring up subterfuges to perpetuate their outworn doctrine; movements are on foot by church organizations to demonstrate to the people that the past war was nothing more than one of the spasmodic upheavals of history, and are putting themselves on record as the scoffers, of whom the Apostle Peter spoke. (2 Peter 3:1-4); THE GOLDEN AGE alone tells the truth.

Get the Message to the People

Get the message into the minds of the people. Make the indent! The present canvassing ought to leave such an impression that any further outraging of the opinions of the people, such as the banning of literature, may not be taken calmly and uncomplainingly, but may have the same effect in the opinion of the people as the acts of the steel magnates, coal mine operators, and profiteers had. The message should be gotten to as many as possible. It is not likely that the majority will respond at the first canvass with a subscription to THE GOLDEN AGE; but the present stress of times is but "the beginning of sorrows"; and as the trouble and distress incident thereto are more keenly felt, then will follow the collapse of Babylon. With the collapse, the people will insist on hearing the Lord's message. Now is the opportunity to impress on their minds that the I. B. S. A. promulgates the truth, and was for that very reason singled out as the one religious organization to reap persecution during the World War.

A Diamond Field

"I enclose $1.50 for one year's subscription to THE GOLDEN AGE, beginning with the first number, if possible. I consider THE GOLDEN AGE a diamond field." J. H., *Mo.*

Editor Subscribes

The Odessa Record,
L. C. W———, Proprietor.

"Have just received a copy of THE GOLDEN AGE, and, if it keeps up to that standard, it will be just what a lot of people want. Here's a check for a year's subscription." *Wis.*

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Very Out of the Ordinary

"Among my mail yesterday I found a copy of THE GOLDEN AGE. On the wrapper were the characters '11-20', which would indicate to me that some one has favored me with a year's subscription. Would you be so kind as to inform me who it was who has seen fit to please me in this way, for I wish to thank him. I would certainly have wanted to subscribe on my own account had not some one else done it for me, but the copy I have is the first knowledge I had had of the existence of your very out-of-the-ordinary publication. I am only an ordinary American workingman, without technical training of any kind, and earning ordinary wages, but I think I know a fine thing when I see it, and this is one of them. I hardly know how to describe your publication, but to me it is solid meat all through and has surely touched the right spot in my heart. You seem to be in a class all by yourself among the periodicals of the day. Your mission seems to be to inform the people about everything that is going on in the world today, but softening their hearts and preparing them for the Golden Age while doing so."

Y. M. C. A. Official Greatly Interested

"A copy of THE GOLDEN AGE was handed me this morning and I must say it has greatly interested me, and I am herewith enclosing check to the amount of $1.50, and ask that you enter my name for a yearly subscription, beginning with Vol. 1, No. 4, issued Wednesday, November 12, 1919. Anxiously awaiting same, I ask that you believe me to be, Very sincerely yours,"

A. L., Physical Director, Y. M. C. A., *Tenn.*

"Certainly Did Enjoy No. 1"

"Enclosed find check for one year's subscription to THE GOLDEN AGE. I have received the October 1 issue and would be glad if I could get the back copies up to this date. Because of sickness I have been unable to subscribe sooner, but I certainly did enjoy No. 1, and hope I shall be able to get the rest, and the comfort and blessing they afford." J. W. H., *Va.*

"Your Great Journal"

"Find enclosed thirty cents for last two copies of your great journal. Do news dealers in this city sell your magazine?"

E. S. M., *Miss.*

Liked the Sample Copy

"Enclosed find $1.50 for which please send me THE GOLDEN AGE for twelve months. Please send me all of the numbers published up to date. I have read the sample copy and like it sufficiently well to subscribe for a year." M. C. J., *Okla.*

Wants Back Numbers

"I received a sample copy of THE GOLDEN AGE dated November 12, Vol. 1, No. 4. Am enclosing Post Office order for $1.50 in payment for one year's subscription, commencing with date of sample copy, November 12, if you can supply me with the back numbers." L. C. F., *Ohio.*

Would Not Take Their Money Back

"Some who have received only one copy say they would not take their money back if they had to give up the magazine, they like it so very much."

SOME MORE POINTS

When collecting samples, if no subscriptions are forthcoming, endeavor to find out the objection the people have to the magazine; also as to whether they read it or not. If they have not read it, offer to leave it with them free, and assure them that you will not bother them by calling a few days later if they will promise that, finding anything of interest, they will forward the subscription to you by mail. Then, two or three weeks later, you could call upon them again in event you did not receive the subscription.

In distributing sample copies the question is raised as to the disposition of old and torn copies, and especially those that would be left on hand were they collected just prior to the time of receiving the new issue. Coöperation with your Director you can so gauge the distribution of samples as to not collect the ones which will be distributed just before the arrival of the new copy. For instance, THE GOLDEN AGE is issued every other Wednesday. We are aiming to complete the printing of GOLDEN AGE and have the shipment forwarded so as to be in the hands of the stockkeeper the day before the date of issue. Hence plan your collection of samples accordingly, leaving the samples in the hands of the last people you have canvassed just before receiving the current samples.

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LARGEST NUMBER OF SUBSCRIPTIONS TAKEN IN ONE DAY BY ONE WORKER

When sending in orders for supplies we wish the friends would not mix their orders; and by this we mean that when writing THE GOLDEN AGE you should not order books and supplies furnished by the WATCH TOWER BIBLE & TRACT SOCIETY. Orders for such should be kept separate; and all GOLDEN AGE subscriptions should be kept separate.

Regarding what is said on the front page about reports, the following excerpts from two letters, received from Directors, were written instead of sending a report. "The workers failed to hand in their reports, although I have urged them to do so and tried to make them realize the necessity for their doing so in order that I may be able to fill out the report card properly." *N. H.*

"I regret to say that the friends of our territory did not send in the report of their work so I could send in the report as you requested. I will act on this matter just as soon as we can get the report of the work of each." *Kans.*

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We trust that 1920 will be your year of richest blessings in His service

The Golden Age

Bulletin

THE GOLDEN AGE | SALES DEPARTMENT (Directors) | JANUARY 1, 1920

SPREADING THE TRUTH

THE interest of the people in the kingdom is increasing, and to stimulate interest in THE GOLDEN AGE opportunities should be encouraged for public meetings. Topics on the distress of times, spiritualism, and higher criticism, etc., should be discussed: at the end of the meeting announcement of THE GOLDEN AGE should be made, according to the outline given in the November 1 WATCH TOWER. These methods are successful in spreading the truth.

Reap the Results of a Thorough Canvass

The efforts of workers cannot be measured by the number of subscriptions taken, but by the *result* of their calls. Endeavor to keep before the workers the necessity of leaving everywhere the message of the coming Kingdom. Whether a subscription is taken or not, the people should know the object and mission of the worker who calls. The time for truthspreading should reach its climax when distress and trouble is prevalent. The Scriptures indicate that at the time of Babylon's collapse, the ministers having failed, the people will turn to someone for truth. The canvass for THE GOLDEN AGE tells the people what organization holds the truth, and is disseminating the message; to this organization they should come for truth; little can be had from the preachers, as the creeds of the churches are but the wisdom and philosophy of man, which evidently has utterly failed. The thoroughness with which this first canvass is undertaken and accomplished will manifest itself in subsequent canvasses in the shape of subscriptions. Some are early in seeking for something better. But most people require more experience to see that the present order holds nothing for them.

Proclaiming the Message the Factor

Distress of nations with perplexity is on the increase: it is anticipated that 1920 will not solve any problems, but, on the contrary, increase this distress. Seasons of distress will be specially felt by the common people, who really need the message; and they will have to manifest their want by denying themselves to obtain it. Until then the magazine may *seem* to be beyond the reach of some of the working class. The subscription list will not leap forward in great bounds until everybody knows of the message and realizes that they need it. To let them know where to get it when they want it is in part the present work. Without a doubt the release of certain literature for general circulation will increase the demand, but until the Lord sees fit to do this the workers should be encouraged to go about announcing the message, even though their efforts are not blessed with great results in subscriptions.

From the excerpts of letters in the Workers' Bulletins it is plain that THE GOLDEN AGE is the right work at the right time. But some sort of preliminary work of announcement is necessary. The present growth measures up to proper expectations.

Circulars and Mail Advertising

More is to be accomplished by each worker devoting spare time to personal solicitation, rather than to mail circularization. The object outlined in the previous paragraphs of this Bulletin cannot be accomplished by mail circularization, for few people will read the letters. For the present all time and attention should be devoted to canvassing.

***Reports:** Send in the weekly Card Report whether any work has been done or not.*

Send Subscriptions the Same Day

We ask workers to send in their subscriptions, as outlined in the Golden Age Booklet; the same day they take the subscription it should be sent to this office. The duplicate should be sent to the Assistant Director and the remittance handed to the Director at the end of the week. The objection that is most often advanced is that this procedure will result in many errors in the statement and the account. This, to our minds, is inconsequential when compared with a subscriber dissatisfied from not getting his copies on time. We have carefully gone over all complaints that have been received at this office, —time that should have been devoted to getting other names on the list—only to find that the subscription was properly entered. In less than two per cent of the complaints received the subscription had not been received—due in most cases to the delay of the worker or the Director in forwarding the subscriptions the day they are taken. If the subscription is held four or five days, it takes just that much longer to get the name on the list before the people will be receiving their copy by mail. The best system, evolved in years of experience by the largest publishers requires three weeks' time to get a name on the list. We aim to give subscribers to THE GOLDEN AGE this service; and it can be given if the instructions are followed. We believe that all the workers are sufficiently interested in each subscription to see that the name is sent in written plainly and legibly; and then it can be promptly added to the list. Always send the subscription the same day it is taken.

Advertisements and Circulars

We have made a ruling which appears on all assignment sheets, and which has been announced in the Bulletin, namely: Under no circumstances will this office sanction the insertion of local advertisements, leaflets, or other printed matter in sample copies of THE GOLDEN AGE for distribution. In the past the cause we love has suffered because of the indiscretion of some in this direction, and we urge all that there be no deviation from our policy in this regard. If an emergency arises that seems to call for a violation of our policy in this, please take the matter up with us before taking any action. This ruling should be interpreted as meaning all and any circulars, whether the circulars are merely excerpts of matter that appeared in THE GOLDEN AGE or not. If the people read what is in THE GOLDEN AGE they will have enough to occupy their attention for some time, and it is obvious that if they read some long circular that a Director feels should be inserted they are going to overlook more important items that are contained in the magazine. The magazine thus far has spoken for itself, and does not need some additional printed matter to speak for it.

As to the sale of sample copies, some of the friends have made a proposition of this sort to people who claim that they like the magazine, but are unable to subscribe for it. They say they will arrange to deliver a copy of the magazine every other week at ten cents a copy, this to be paid for at the time of delivery. We see no objection to this, and the workers can be granted the commission of three cents on each sample thus placed, remitting to this office at the rate of seven cents each.

Second Class Express

Samples will be forwarded each time by express prepaid. As publishers of the magazine we are accorded a lower rate than could be had by the consignee. Hence, in order to give the classes the advantage of this rate, we are forwarding all shipments prepaid. In fact, no shipment will be forwarded as second-class matter unless it is prepaid; and any local agent who says that the charges are not enough on the shipment and that they were forwarded at a rate not accorded by the express company should refer to his tariff regulations on the shipment of newspapers, magazines and other periodicals. Agents in the smaller towns receive so few shipments of this kind they consequently are not aware of the company rules. The charges should not be figured on first-class rates, but rather on what is known as the pound rate.

Concerning Samples

We are aiming to ship the sample copies so as to be in the hands of the Director the day before the date of the issue. Should express service become more efficient, or, on the other hand, should a mistake be made in forwarding some shipments so as to reach your hands two or three days before the date of the issue, these are not released for distribution until Tuesday of every week, the magazine being dated every other Wednesday. We ask strict compliance with this rule.

As respects the distribution of sample copies: Directors should so gauge the distribution of sample copies that all samples will be distributed just prior to the time the next issue is to be received, and these samples should not be collected at the time of making the second call, but should be left in the hands of the reader. Directors can gauge on this basis, the distribution of sample copies so that there will not be a surplus stock of old samples on hand, but that they can be in the hands of some who, if they have not read them thus far, will read them later.

Some Directors find that it is advantageous not to mention that they are going to make a back call. Thus the worker has a better opportunity to see the people later. In a number of instances the people, not wishing to be bothered further, put the sample back in the mail box, or lay it on the porch, or tie it to the door knob, so that the canvasser can get it when he calls the next day, as promised. This, of course, defeats the object of the canvass; for the object is to see the people after they have had the opportunity of examining it, and find out their complaints or criticisms, overcome their objections, and witness the truth.

General Items

Inquiries are received regarding six months and three months subscriptions. Six months subscriptions are accepted, though the workers should be encouraged to canvass for yearly subscriptions, and only accept the six months subscriptions when they come as the suggestion of the persons being canvassed. Until we can get all of the names entered and the work properly in hand we deem it advisable not to recommend three months subscriptions.

In reporting distribution of samples of THE GOLDEN AGE, the calls should be reported as Samples Distributed. For instance, the information called for under Samples Distributed, Total This Week, should indicate the total number of calls where sample copies were left, whether this same sample had been left at some other home previously or not. The information particularly wanted is the number of homes visited by the workers in which sample copies were placed. We hope to get this information in every case.

We do not supply self-addressed envelopes. A number of the large classes have purchased stamped envelopes from the Post Office and had THE GOLDEN AGE address printed thereon. These are supplied to the workers so that they can mail in the subscriptions at the end of each day's work.

When writing this office see that your name and address, as well as the name and address of the News Bureau, is on each communication, preferably at the head. We have received a number of letters with no indication as to their origin. Also do not mix orders for WATCH TOWER publications with subscriptions. All orders for stock should be sent to the WATCH TOWER BIBLE & TRACT SOCIETY, and all orders for THE GOLDEN AGE should be sent to THE GOLDEN AGE.

Golden Age advertising slides for use in moving picture theaters can be had at 35c each.

The People's Reasons

The Director who is getting reports from the workers as to the sentiment of the people in his territory reports the following out of 75 calls. Reasons for subscribing: 2 admiration of Pastor Russell; 7 sympathy for the I. B. S. A.; 1 first hearing of the Truth. Reasons for not subscribing: 45 not interested; 8 no funds; 1 high cost of living; 11 too many magazines.

Don't Change the Method

It comes to our attention that a number of Directors have instructed their workers to proceed differently from the instructions contained in our letter of organization, telling the workers that subscriptions should be handed to them or to the Assistant Director, who, in turn, will forward them to this office. Please do not change the method.

They Suffered for Principle

Emphasis of the International Bible Students Association as the one religious organization who suffered persecution during the World War should be the trend of all canvasses. As heretofore stated this fact should not be hid but rather used as a talking point. The mention of this means to thinking people that this organization apparently is not in sympathy with the denominations, which met with no such experiences; and consequently it is more likely to be what is being looked for. Note the following extracts from recent letters received:

"By telling the people that the publishers of The Golden Age were sent to prison for twenty years, I have better success so far."..... *O.*

"This being the first time I ever tried canvassing, you can see why they come slow. Each subscription I have taken has been from those who asked me if it was published by the followers of Pastor Russell, and they all seemed anxious to subscribe."..... *W. Va.*

"One man was not inclined to subscribe, but when he was told that the men who are editing The Golden Age are some of those who were sentenced to Atlanta for putting out The Finished Mystery, he subscribed at once."..... *N. Y.*

"Quite a few connect this work with that of our beloved Pastor. People everywhere are down on the preachers; we have had some real bad ones here. Have found much sympathy for our brethren and some bitter opposition from Catholics." ..... *O.*

60,000 Subscribers

THE GOLDEN AGE subscription list totals over 60,000. With the fresh hopes and the clear vision that each one has at the beginning of the year, it is to be expected that subscriptions will be forthcoming more readily, especially after the close of the holidays.

When mailing issue No. 7 the subscriptions were divided amongst the States as follows:

Alabama 717	Iowa 627	Nevada 79	South Dakota 217
Arizona 58	Kansas 1,226	New Hampshire 119	Tennessee 297
Arkansas 400	Kentucky 502	New Jersey 1,160	Texas 1,744
California 2,325	Louisiana 252	New Mexico 161	Utah 32
Colorado 694	Maine 267	New York 4,190	Vermont 81
Connecuticut 827	Maryland 797	North Carolina 610	Virginia 930
Delaware 91	Massachusetts 2,278	North Dakota 190	Washington 1,177
District of Columbia.. 433	Michigan 1,430	Ohio 5,173	West Virginia 660
Florida 534	Minnesota 770	Oklahoma 1,034	Wisconsin 583
Georgia 523	Mississippi 214	Oregon 597	Wyoming 74
Idaho 261	Missouri 1,412	Pennsylvania 4,835	Foreign 767
Illinois 2,247	Montana 227	Rhode Island 170	Canada 2,272
Indiana 1,684	Nebraska 371	South Carolina 105	

1920

MAY 1920 hold many rich blessings for you as well as many opportunities of witnessing for the Truth and making known the riches of our Heavenly Father's provisions for the world of mankind.

By His Grace
Your brethren and fellowservants in the Lord

The Golden Age

Bulletin

THE GOLDEN AGE | SALES DEPARTMENT | (Workers) | FEBRUARY 1, 1920

DRIVE home these facts: First, that the world has ended and the Golden Age—the Lord's kingdom—is in process of being inaugurated; Second, that the INTERNATIONAL BIBLE STUDENTS are the only ones announcing the Lord's kingdom, and that theirs is the only organization which suffered persecution during the war as a result of religious work; Third, that the seven leaders, who were sentenced to twenty years in the Federal Prison, are co-editors of THE GOLDEN AGE; Fourth, that the preachers are shirking their responsibility.

Objects of the work in order of importance are:

1. Beneficial influence of the work in the development of the character of the workers.

2. (a) Having THE GOLDEN AGE visit the home every other week; (b) Having the people learn what is in THE GOLDEN AGE by reading it.

3. The witness of the truth to each one with whom you come in contact in the canvass, particularly those not accepting samples for examination.

4. The renumeration from the work.

The new book TALKING WITH THE DEAD with THE GOLDEN AGE is a tremendous inducement for subscriptions. This subject has been given unprecedented prominence in the papers, and nearly all the people are desirous of more information.

In canvassing, the procedure is the same as outlined in the November 15 Bulletin; first, a distribution of samples, followed in a day or so by a canvass for subscriptions, at which time the TALKING WITH THE DEAD booklet is offered as a premium with each subscription taken. This method, we believe, best accomplishes the objects to be attained in the canvassing, and appears as a new inducement to those who may have decided not to take the magazine because of its cost, or for some other minor objection; additionally, it gives a witness for the truth.

TALKING WITH THE DEAD will be sold to each worker at 10 cents per copy, (plus the carriage charges), by the Director, the understanding being that the worker will dispose of his copies only as premiums with subscriptions and will not resell them to any of his friends or acquaintances for ten cents, or dispose of them by personal distribution to some of his friends. Hence, in accepting TALKING WITH THE DEAD from the Director, it is with the express understanding that the 10-cent rate applies only to those given as a premium.

Premiums will not be given with renewal subscriptions. The book, TALKING WITH THE DEAD, will be sold at 50 cents to those renewing their subscriptions. It will be supplied with a six months' subscription at $1.00 for the two, or a four months' subscription and TALKING WITH THE DEAD at 75 cents. For such books as the worker disposes of otherwise than with a subscription, he will pay the Director 25 cents each, plus the carriage charges.

Another offer that might appeal to some is THE GOLDEN AGE for one year, with TALKING WITH THE DEAD and a copy of Pastor Russell's Sermons as a premium, for $2.00. The two books might go together in some instances, but in the majority of cases no doubt the people will desire THE GOLDEN AGE and TALKING WITH THE DEAD for $1.50. Where the canvasser thinks the people are so situated as to afford the extra 50c, this offer might be brought to their attention.

The extra cost of ten cents will, we believe, renumerate the worker by quick turn-over; that is, more subscriptions will be obtained, assuring a larger profit at a smaller commission than would a few subscriptions at a larger commission. Each class member is entitled to one copy of TALKING WITH THE DEAD at 10 cents for his own use, all additional copies desired will be sold him at 25 cents and retailed at 50 cents. This is absolutely necessary, as the books at 10 cents are supplied at a loss; and it is only with a view to building up the subscription list that the books are supplied at this price.

From some localities we learn that the method of first distributing samples is not so successful as outright canvassing. Before any change is made we suggest that such change be authorized by this office, and a thorough trial of the sample distribution suggestion be made. Merely canvassing the people, in the ordinary sense of that term, is not the object to be attained, but rather to give the people a taste of the truth. Such letters as the following indicate that people are greatly interested in the contents of the magazine.

Picked Up on a Train

"I recently saw a copy of your magazine for a brief time on a train and it struck me as a remarkable issue from point of view and the wide scope of subjects covered, a far better presentation than the ——— ———. I wish you would be good enough to send me a couple of old, or late, issues, as I would like to look them over a little more at leisure. Frequently one gets hold of a most unusual issue of a magazine and succeeding numbers are sometimes very mediocre. Kindly tell me also where this publication can be purchased, if at all, also what the yearly rate is and how often published. The issue I saw had a freshness of viewpoint, a fearlessness of utterance, and up-to-the-minute data that made quite a hit."

—W. J. K., *Colo.*

—W. H. W., *Colo.*

"I have just received a copy of THE GOLDEN AGE for October, and wish to subscribe for one year."

—D. N. R., *N. Y.*

"I shall appreciate your favoring me with a specimen copy of your publication. I assure you I shall be only too pleased to reciprocate your courtesy at any time."

—J. W. B., *Pa.*

"Enclosed find $1.50 for a subscription to THE GOLDEN AGE. Please commence with issue No. 4. I have number 4 and want the balance of the articles on 'Religion and Philosophy'."

—A. H. S., *Pa.*

"I chanced to have a glimpse of a copy of THE GOLDEN AGE and herewith enclose a remittance of $1.50, for which please send the paper to me for one year."

—A. L. D., *S. Dak.*

"The December number of your magazine came into my possession, and pleased us so much that inclosed you will find a year's subscription."

—J. V., *Wisc.*

"Please find inclosed $1.50, for which send me THE GOLDEN AGE for one year. Could you begin my subscription with the December numbers? as I should like to see them."

—A. C. F., *N. C.*

"While canvassing today I went into a colored preacher's home, and he certainly did enjoy the message. Have arranged to give a chart talk on the 30th. I have given two other chart talks at the homes of colored ministers, and have sold them some books. If it is the Lord's will, I expect to get a class started before we leave.

Results are being obtained by mentioning in connection with the canvass, the I. B. S. A. and the seven brethren who were imprisoned.

This means to thinking people that this organization apparently is not in sympathy with the denominations, as they met with no such experiences, and that consequently we are more likely to have what people want.

—*Ohio*

"By telling the people that the publishers of THE GOLDEN AGE were sent to prison for twenty years, I have had better success so far."

—*West Virginia*

"This being the first time I ever tried canvassing, you can see why subscriptions come slowly. Each one I have taken has been from those who asked me if it is published by the followers of Pastor Russell; and when they heard that it is, they all seemed anxious to subscribe."

—*New York*

"One man was not inclined to subscribe; but when he was told that the men who are editing THE GOLDEN AGE are some of those who were sentenced to Atlanta for putting out THE FINISHED MYSTERY, he subscribed at once."

—*Ohio*

"Quite a few connect this work with that of our beloved Pastor. People everywhere are down on the preachers; we have had some really bad ones here. Have found much sympathy for our brethren, but some bitter opposition from Catholics."

—H. M. W., *Ohio*

"One of the sisters here was very careful not to let the people know that the work is being done by the Bible Students, and one woman told her that she didn't want any old magazines. Then the sister turned her conversation along the religious line and the woman said: 'Pastor Russell's teaching was good enough for me.' On the strength of that remark the sister sold her a Scenario, and she seemed glad to know that the Society had such a book."

—M. B., *Pa.*

"One lady asked who the publishers were; and when I told her they were some of our brethren who had been imprisoned, she subscribed readily."

—G. E. K., *Pa.*

"I canvassed one man who had no intention of subscribing; but when I told him that the editors of this magazine were some of those who were in prison (of whom he knew something, because he signed his name to the petition last winter), then he opened his eyes, saying that he would read it with all the more interest; and he subscribed forthwith."

—*Mass.*

"One of the sisters found a lady that at first, thinking the canvasser was connected with some one of the denominations, told her: 'No, she found all she desired in Pastor Russell's books and THE WATCH TOWER'. The remarkable feature of this case was that we are not acquainted with the party, and she has never attended our meetings."

—E. E. C., *Ia.*

"Enclosed find money order for $1.50. Please enter my subscription to your publication for one year. Wishing you the very best of success."

The following subscriptions cannot be entered because the name of the town is missing. The party in error will kindly write the office so that the subscriptions can be entered properly:

C. C. Emmons, 340 - 4th Street, S. E.
Mrs. L. Mersinger, 1128 Birch Street
Miss Grace Cooper, 603 Cherry Street
Mr. Forrest J. Hamilton, 49 Sycamore Street

Three Months' Subscriptions

Heretofore on account of rush we have discouraged taking three months' subscriptions. The subscription department is now up to date, but instead of three months' subscriptions we suggest that you canvass for what will be known as "an acquaintance subscriptiou" of four months for 50 cents, or six months for 75 cents, in event a year's subscription can not be obtained.

The receipt card and subscription blank to be properly filled out should follow this form:

In acknowledgment of One Year's subscription

for James S. Brown,

235 N. Main St.

Albany, N. Y.

Published every other week at 126 Broadway New York, N.Y. U.S.A.
10 Cents a Copy: $1.00 a Year
LOCAL OFFICE: 24 HUDSON AVE.
ALBANY, NEW YORK

Largest number of subscriptions taken in one day by one worker
40

Do not mix subscriptions for THE GOLDEN AGE with orders for supplies from the WATCH TOWER BIBLE & TRACT SOCIETY. These two are separate.

We have emphasized in previous Bulletins the necessity of prompt reports. However, there are probably 30 to 40 per cent of the classes not reporting as yet. For the most part the Directors state that this is due to the fact that workers are not handing in their reports. Kindly give this your prompt attention. In order that you may supply the Director with the information requested, your report should cover the following items:

1. Number of days per week given to the work, and amount of time each day;
2. What territory canvassed;
3. What territory completed;
4. Number of sample copies distributed;
5. Number of subscriptions taken;
6. Number of volumes of STUDIES IN THE SCRIPTURES, Scenario, Manna, booklets, sold in conjunction with your canvassing;
7. Largest number of subscriptions taken in one day;
8. Largest number of samples distributed in one day;
9. Number of TALKING WITH THE DEAD given as premiums.
10. Number of TALKING WITH THE DEAD sold without subscriptions.

Mr. James S. Brown
(Mr.—Mrs.—Miss) (Given Name) (Initial) (Surname)

235 N Main Street
(Number) (Street)

Albany New York
(City) (State)

The Golden Age

124 Columbia Heights
Brooklyn, New York

Enter my subscription to THE GOLDEN AGE for one year

(Signe) JAMES S BROWN
(This signature not essential)

Enclosure $1.50

Albany, N. Y. **News Bureau No.** J-3

Subscribers are telling what they think of THE GOLDEN AGE:

"Some business men stop us on the street and remark: 'Say, that's the best magazine I ever read!' "The minute I begin to read that paper, I am impressed with the fact that it is so different from anything else. There is a prominent vein of truth running through it that gives a satisfaction that you find in no other newspapers or periodicals. All the others seem to be so poisoned with error and untruth that they have become the worst of propaganda.' 'I have received my $1.50 worth out of the first copy.'" "We wish to also mention the many favorable remarks about THE GOLDEN AGE. Some subscribers go out of their way to let us know how much they appreciate the information contained therein. One of the brethren has had a dozen or more people stop at the office within the past two weeks to say how much they enjoy THE GOLDEN AGE. One said: 'If you are selling THE GOLDEN AGE when my subscription runs out, I'll renew my subscription through you.' Many professional men tell the worker who sold the G A to them that they consider it the best magazine they have ever read."

Wants to Show Sample to Friends

"Words cannot express how very much I enjoyed your little magazine, and I am enclosing $1.50 for a years subscription. I am going to ask you to permit me to keep the one you sent me until I have shown it to two of my friends. I promise its safe return afterward.'

B. H., *Conn.*

Insisted on Hearing it Read

"I stopped at a home where I got a subscription some time ago to ask the lady if she had received her magazine. You could tell by the expression on her face that she had. She said she had never read anything in her life that gave her the joy that it did, and that she was reading it to the rest of the family the night before until she was tired and sleepy, but they insisted she keep on reading; they enjoyed it very much."

A Good Report

"Please find enclosed 11 subscriptions—one-half day's work among the farmers—21 calls, 11 subscriptions, and 3 promised in a few days. Two said they would order direct from the main office if they enjoyed the copy left. No trouble to sell after I have several names on the list."

—S. M. H., *Ark.*

"At a revival meeting here the minister warned the people against Pastor Russell and his literature. He said that the church people had plenty of the very best of literature, but that they would not read it; they threw it on the streets; but at the same time, nearly every man he met had his pockets full of Pastor Russell's tracts. In another instance I was told that quite a prominent minister endeavored to hold a meeting at a certain schoolhouse, but failed to awaken any interest. He preached every night until about the middle of the week. Then he told the people that the devil had them; that it was no use for him to waste his time preaching there: that he would quit. And quit he did. The 'burning' of the tares is in evidence."

Wouldn't Quite When He Was Fired

"One colored woman told me this week that she was really disgusted with the preachers and the churches; that they had asked their preacher to resign, but he said he was not going to accept the invitation. She further said: 'The preachers used to be servants, but now they are the bosses.' Their time is short."

In order that subscribers may be assured of the best service possible, workers should, as soon as the subscription is taken, see to it that it is mailed to this office at the end of the day's work. Do not hold the subscriptions for a day or two, or until the end of the week, and then hand them to the Director. But the remittance is to be made to the Director at the end of the week, and he will remit for the total number of subscriptions sent in by the class. The subscriptions themselves must be sent in the same day they are taken.

A number of three months' subscriptions that were accepted are expiring. We trust that each worker has a note of such subsriptions and will see to it that he recanvasses the subscriber.

A commission of 25c will be granted for each renewal subscription for one year. 12c for a 6 month renewal, 8c for a four month renewal, and 6c for a 3 month renewal. Such subscriptions should be so marked across the face of the subscription blank viz.—"Renewal".

Further, it might be well to mention to all subscribers that THE GOLDEN AGE does not follow the practise of some other magazines; namely, not removing the name from the list at the expiration of the subscription, and later billing the people for such copies as they receive after the date of expiration. As soon as the subscription expires the name is removed from the list, unless a renewal is sent us within the next few days.

There are over 75,000 subscribers on the list at this writing. No doubt the subscription list will mount higher as soon as the canvassing is begun with the TALKING WITH THE DEAD booklet. It is hoped that we can begin the shipment of these booklets by the first of the month. Better service will be given the subscribers, as by the end of this month we will be in shape to take care of the mailing ourselves. Heretofore it has been necessary to entrust this to the work of a commercial mailing-house, which no doubt accounts in part for the fact that subscribers have not recieved their magazines promptly.

May the Lord continue to bless you in his service as you seek to herald forth the blessing he has in store for the world of mankind.

By his grace, we are

Your brethren and servants in the Lord,

The Golden Age

Bulletin

THE GOLDEN AGE SALES DEPARTMENT (Directors) FEBUARY 1, 1920

Concerning the letter of January 13 regarding the book, TALKING WITH THE DEAD, the procedure of canvassing has been outlined in the Workers' Bulletin. It is the intention of this office to check the number of books ordered at 10 cents each by Directors with the number of subscriptions reported on the weekly report blank of subscriptions as taken with TALKING WITH THE DEAD book. The cost of the book requires that the amount invested be returned in a subscription. It is our hope that the new premium booklet will induce many people to subscribe and thus make up, in the large number of subscriptions received, the amount invested in TALKING WITH THE DEAD.

This book is to be supplied to the workers at 10 cents each. In accepting a book at 10 cents the worker agrees that it shall be given as a premium with a subscription, and not sold separately at that price nor given to a friend. For each copy sold separately or given away the worker agrees to pay the Director an extra 15 cents. Sold separately the book is to be retailed at 50 cents, if with a six months' subscription, the two for $1.00; if with a four months' subscription and TALKING WITH THE DEAD, at 75 cents.

Regarding suggestions in the WORKERS' BULLETIN about giving a copy of Pastor Russell's Sermons as a premium with a year's subscription together with a copy of TALKING WITH THE DEAD, at $2.00; we are willing to make a special price to classes organized for THE GOLDEN AGE work on the Pastor Russell's Sermons until our stock of 15,000 is exhausted; namely, 35 cents per volume, carrier's charges collect.

A thorough trial should be given the method of distributing samples first and soliciting subscriptions later. This best accomplishes the primary purpose of the work—the personal experience that each worker gets in connection with bringing the truth to the attention of others. In bringing the magazine to the attention of others, they should be granted the opportunity, not only of a hearing that there is such a magazine as THE GOLDEN AGE, but of reading its various articles.

In this regard THE GOLDEN AGE accomplishes more than the BIBLE STUDENTS MONTHLY. If thirty-five per cent of the copies of the BIBLE STUDENTS MONTHLYS distributed were read, or even looked over, it was an excellent percentage. But from what we are able to ascertain from reports that have reached this office, practically 85 per cent of the copies of THE GOLDEN AGE distributed are being read. Practically all with whom a sample is left at least sketch it over. Our efforts are primarily to acquaint the people with THE GOLDEN AGE as the instrument the Lord is using to announce the incoming kingdom.

Another item is the insertion of letters etc., in sample copies of THE GOLDEN AGE when distributing them. We ask the Directors to see that not only the letter, but the spirit of the following rule is followed. This includes all circulars, whether excerpts from THE GOLDEN AGE or otherwise, all letters, canvasses, excerpts from the Salutatory, subscription blanks, cards, advertisements, notices of meetings, etc., unless authorization is received from this office.

Under no circumstances will this office sanction the insertion of local advertisements, leaflets, or other printed matter, in sample copies of THE GOLDEN AGE for distribution. In the past the cause we love has suffered because of the indiscretion of some in this direction, and we urge all that there be no deviation from this policy. If an emergency arises that seems to call for a variation please take the matter up with us first.

Directors are neglecting even at this writing to see that the reports come in to this office, whether they have anything to report or not. Were we to press this item of the work in accordance with its importance, we would devote this entire Bulletin to it; but we trust that all will make prompt reporting, whether they appreciate its necessity or not.

Each of the blank spaces calling for a report on the report card should be filled in. We hav reduced the items to essentials; each one should be reported on weekly, especially the number of workers and the number of days each has devoted to the work during the week. These, with the number of subscriptions and samples distributed, are the most important features. To this office all the items are of vital importance.

Below we submit a report card properly filled out:

Class *Brooklyn, N. Y.* Report for Week Ending *1-31-20*

Class Members Brethren....*175*.... Sisters....*225*....

Workers Brethren....*63*.... Sisters....*100*....

Canvassing	1	2	3	4	5	6	Days per Week
	104	*30*	*10*	8	6	5	

Territory Being Canvassed

Kings County

Finished During Week

Greenpoint

Report for Present Assignment

	Total as per last Report	Total this Week	Total to Date
Samples Distributed	*600*	*0*	*600*
Subscriptions with premium	*900*	*150*	*1050*
Subscription without premium	*50*	*90*	*140*

	1	2	3	4	5	6	ZA
Studies in the Scriptures	*6*	*3*	*5*	*15*	*2*	*7*	*15*
	DeLux		Cloth		Paper		Manna
Scenarios and Manna	*10*		*5*		*10*		5
	Hell		Talking with Dead		Lord's Return		Sermons
Booklets	*10*		*10*		*6*		*8*

Largest Number of Subs taken in 1 day by 1 worker.. ....*15*....

Largest Number of Samples distributed in 1 day by 1 worker

..... *50* .....

Order for Samples	Standing Orders	Additional Samples Needed	Decrease Order	Total Samples Required
	4000	*600*	*100*	*4500*

Reports without the name of the class, or lacking the date of the report are useless to us. In the space numbered 1 to 6, after "Number of Workers devoting", indicate the number of workers devoting 1, 2, 3, 4, 5, or 6 days of their time to the work. The report card should give the total number of copies of THE GOLDEN AGE that have been distributed in the territory compiled from the workers' last report; also the total number distributed during the week; and additionally the total number distributed up to the time of mailing the report, which would, of course, be the total to date of the samples distributed as listed on the last previous report and the samples distributed during the week. The same applies to subscriptions. On each report mailed, enter a new column for subscriptions taken with the TALKING WITH THE DEAD book, as shown in the form. Enter also the number of each Volume of STUDIES IN THE SCRIPTURES, Scenario, Manna, booklets, and TALKING WITH THE DEAD that are sold as a result of canvassing for THE GOLDEN AGE.

In the column headed "Standing Orders", indicate how many samples you ordered of an issue for distribution. In the next column show the additional samples required this time; this is affected by new workers entering the field, or other causes. If some have left the work, and you desire to reduce your standing order, indicate this in the column headed "Decrease Order", and show the total amount of decrease. Under the heading "Total Samples Required", indicate the total number of samples that you desire of the next issue after making adjustments.

For us to adjust your order for sample copies it will be necessary that the notice for reducing or increasing the order must reach us by the dates listed below for the various issues:

Issue Dated	*Change of Order to be made by*
February 4	January 26
February 18	February 9
March 3	February 23
March 17	March 8
March 31	March 22
April 14	April 5
April 28	April 19
May 12	May 3
May 26	May 17
June 9	May 31
June 23	June 14
July 7	June 28
July 21	July 12
August 4	July 26
August 18	August 9
September 1	August 23
September 15	September 6
September 29	September 20
October 13	October 4
October 27	October 18
November 10	November 1
November 24	November 15
December 8	November 29
December 22	December 13

"The Golden Age" on news-stands:—the last BULLETIN recommended that a commission be granted the news-dealers of three cents on each copy sold, or 33 per cent on a paid subscription. It was overlooked that a commission of two cents on each one sold be allowed the worker distributing the samples. Hence, news-stand remittances should be made to this office on the basis of five cents a copy. Directors will have the responsibility of making the collection. If the worker desires to forfeit his commission and grant the news-dealer a commission of 50 per cent on each copy, that is entirely his business. On magazines that sell for ten cents, news dealers are ordinarily allowed a commission of 30 per cent; and if one magazine grants a commission of 50 per cent, they push that magazine above others, because it nets a higher profit.

In the larger cities, where magazines are sold by newsboys, the Director should get in touch with these boys and arrange to have the magazine sold through them. A commission of 50 per cent may be granted, and this would effect the advertising of THE GOLDEN AGE on the principle street corners, the same as other magazines now sold. If the newsboys get five cents for each copy they will give THE GOLDEN AGE preference over other publications.

Directors who have not taken any steps toward getting THE GOLDEN AGE on news-stands will give this some special attention for the time being, and if they do not intend to handle it, kindly write this office so that we can take care of it. There is quite a large field to be reached namely:

News-stands	Music stores
Subway stations	Hotels
Interurban waiting rooms	Elevated stations
Newsboys	Railroad stations
Grocery stores	Stationery stores
Confectionery stores	Drug stores
News-stands in office buildings	Five-and-ten-cent stores
	Department stores
Book stores	Restaurants

As the following letter would indicate, one sister has been successful in getting THE GOLDEN AGE in practically every store in a town of 52,000 population:

"I called on all in the city that sell magazines, except two depots and a few drug stores on the outskirts of the city, which I intend doing tomorrow, I had the privilege of placing THE GOLDEN AGE in the largest hotels, interurban depot, drug stores, book stores, five-and-ten-cent store, with the promise from the manager of the other five-and-ten-cent store that he would bring the matter to the attention of the general manager of the district. I just failed placing them in one drug store, and this man was willing to handle them, but he had an agent appointed for that work and desired to take the matter up through his agent."

Regardless of when the magazines reach the news-dealer, or when they reach the Director, they are not released for sale or distribution until the Tuesday before the date of the issue. By this we mean that if your shipment of THE GOLDEN AGE arrives Saturday, or Monday, the copies are not to become available to any one until the next Tuesday.

Promptness is necessary especially in collecting the unsold sample copies of each issue. As soon as you are aware that new copies have been sent to the news-dealer, see that the stand or store is visited and the old copies collected and used for distribution in the city. Suggest to the friends that they buy a copy now and then from various news-dealers to encourage them to keep the magazine on the stand. When collecting samples, see that the magazine has proper display, and is not hidden among a lot of other magazines, thus keeping the people from seeing that the news-dealer handles it.

The Assistant Director's card file of subscriptions, indicating the date of expiration of each subscription, should be watched closely. About a month before a subscription expires the worker should be directed to recanvass the subscriber. On all renewal subscriptions a commission of 25 cents for a year's renewal, 12 cents for six months, 8 cents for four months, and 6 cents for a three months' renewal will be granted each worker. The subscription pads should be adjusted to read: "Renew my subscription for one year to THE GOLDEN AGE." Additionally, the worker should write across the face of the subscription blank the word Renewal, so that these might be properly charged to the class. In fact, Directors, when handing out subscription blanks, should see to it that about eight or ten blanks in the back of the pad are so marked, and the worker's attention called to these and their use explained.

As heretofore stated, a premium is not to be given with a renewal.

In addition to your efforts, this office will mail a notice to each subscriber, advising them of the expiration of their subscription and enclosing a card which they may mail to this office and their subscription be entered and charged to the class account. The card thus received will be forwarded to the class so that they can arrange to make collection. On all

subscriptions so collected the worker will be allowed the commission granted on a renewal of those he obtains; but if the remittance is mailed to this office with the renewal card, then, of course, there will be no commission due to the class, but we will, in turn, notify the Director so that he may correct his card file accordingly.

The Pilgrim Brethren have reported a number of classes that have sample copies left on hand which are being stored. Old sample copies of THE GOLDEN AGE are useless. People desire only up-to-date reading matter. Order only the amount that you can distribute. Should any copies be left on hand, dispose of them before the next issue reaches you, so that the workers may use up-to-date material. Do not neglect then to reduce your standing order for samples so as to be supplied with only what can be used in two weeks' time.

See that your name and address appears on every communication, together with the name of the class or News Bureau for which you are writing. It is evident that the contents of the BULLETIN are not thoroughly noted. Any item of sufficient importance to be inserted in the BULLETIN should have careful attention, as the BULLETIN anticipates questions. Many inquiries received here are answered by underscoring a paragraph in a BULLETIN and sending it to the inquirer.

We are unable to ascertain to what class or News Bureau the subscription below should be charged:

Mrs. Chloe F. Dearinger, Camp, Arkansas.

Subscriptions have been received from the following towns, with no indication on the subscription blank of the classes that mailed them; we do not know to whom to charge them. Please advise us:

Canaan, N. H.
Elkhart, Kansas
Hobart, Okla.
Taunton, Mass.
Watonga, Okla.
Gypson, Kansas
Hanover, Pa.
Ipswich, S. Dak.
Watervliet, N. Y.
Noble, Okla.

The Directors are responsible for this as the rules are that they have all subscription blanks stamped with the name of the News Bureau, and with the number of the worker before they are given to the worker, and not to depend upon the worker to fill in this information. If the blanks you have given out have not been so marked, arrange to supply the workers with new subscription blanks, and recall for proper marking and stamping the ones now in the hands of the workers. When making remittances for subscriptions, do not list the subscriptions that the remittance covers, but merely remit for the total number of yearly, six-months, or four-months subscriptions sent in during the week.

The subscription list should jump forward by giving TALKING WITH THE DEAD as a premium. The subject of spiritism is commanding world-wide interest for a reason which is obvious to us: that the spirits are no longer held in restraint, but, having reached the day of judgment, are released for their judgment. Consequently each worker, as the Lord's ambassador, should attempt to place the truth on the subject in the hands of as many as possible, so that people may not lay their minds open to the seductive influences of these evil and malicious spirits. Millions are interested in the subject, and many will see the bargain of a year's subscription and this book for $1.50.

Some localities are not responding to the sample distribution. Particularly is this so in the New England States. But as a whole, this method is preferable to canvassing outright, for the reason stated in the WORKERS' BULLETIN, and a thorough trial should be given before reporting to this office that the local conditions seem to require deviation from the general procedure.

Alabama	852	Nebraska	502
Arizona	104	Nevada	110
Arkansas	579	New Hampshire	147
California	2589	New Jersey	1451
Colorado	813	New Mexico	97
Connecticut	979	New York	4785
Delaware	100	North Carolina	778
D. C.	504	North Dakota	261
Florida	682	Ohio	7525
Georgia	687	Oklahoma	1322
Idaho	303	Oregon	579
Illinois	3051	Pennsylvania	6349
Indiana	2112	Rhode Island	260
Iowa	854	South Carolina	120
Kansas	1377	South Dakota	288
Kentucky	637	Tennessee	367
Louisiana	309	Texas	1959
Maine	351	Utah	35
Maryland	1025	Vermont	96
Massachusetts	2642	Virginia	1280
Michigan	1951	Washington	1355
Minnesota	1010	West Virginia	992
Mississippi	297	Wisconsin	772
Missouri	1771	Wyoming	75
Montana	301	Canada	4882
		Foreign	1132

May the Lord continue to guide and direct you, as you seek to serve the interests of his cause. By his grace, we are

Yours in his service,

The Golden Age

"millions now living will never die"

bulletin

THE GOLDEN AGE | SALES-DEPARTMENT (*Workers'*) | OCTOBER 1, 1920

"And then shall the end come"

"Millions now living will never die" is "this gospel of the kingdom" mentioned in Matthew 24:14. This means, then, that it is the witness to be given before the end. The Lord thus identifies for us the last witness that the church in the flesh will give; and if his statement is linked with that of the Apostle Peter in 2 Peter 3:12, this fact is brought forth emphatically. There the Apostle says: "Expecting and hastening the presence of the day of God". In other words, the thought is that those who are aware of the presence of the Lord will engage in giving the last witness, which shall bring the end, and that in so doing they will hasten the presence of the day of God. From the emphasis that our Lord laid upon the words in the text *this* gospel, we perceive that it is the message to be left by the bride class as a heritage of comfort, hope and cheer to the world during the dark night in which no man can work.

All the World—All Nations

The Seventh Volume then comes to the front again peculiarly as the point of the sword. The slogan, "millions now living will never die", should be so prominent in each city where the truth people are that everyone therein will be repeating it, knowing of it, wondering about it, investigating it, and believing it. To attain this result every accessible means of publicity should be used. Additionally, the canvass for "The Finished Mystery" will be changed to announce this message and to tell that "The Finished Mystery" tells why "millions now living will never die".

CANVAS

"Good morning!

"Do you know that millions now living will never die?

"I mean just what I say—that millions now living are never going to die.

" 'The Finished Mystery', the posthumous work of Pastor Russell, tells why there are millions now living who will never die; and if you can keep alive until 1925 you have excellent chances of being one of them.

"Since 1881 everybody ridiculed Pastor Russell and the International Bible Students Association's message that the Bible prophesied a world war in 1914; but the war came on time, and now the message of his final work, 'millions now living will never die', is being regarded seriously.

"It is an absolute fact, stated in every book of the Bible, foretold by every prophet of the Bible. I believe you will agree that this subject is well worth a few evenings' time for investigation.

" 'The Finished Mystery' can be had for $1.00.

"In order that those living may be aware of the actual existence of this period, THE GOLDEN AGE, a bi-weekly magazine, deals with current events that mark the institution of the Golden Age—the age when death will cease.

"A year's subscription is $2.00, or both book and magazine can be had for $2.75.

" 'The Finished Mystery' tells why millions now living will never die, and THE GOLDEN AGE will reveal cheer and comfort behind the dark and threatening clouds—both for two-seventy-five" (don't say dollars).

Now—Never

To approach people at their home and ask them point-blankly whether they know that millions now living will never die will cause them to stare at you in amazement and say, 'Why, what do you mean?' Then reply that you mean exactly what you say. The next question in their minds is: 'How do you know it?' Then point out that "The Finished Mystery" tells this. As you bring to light the date 1925 they may become skeptical and say: 'O yes, there are always dates being brought by Bible prophets and readers; but how many of them have come true?' Then remind them that everybody ridiculed the 1914 date, but that the predicted war came to pass and that the same people who heralded forth that message are heralding forth the message that "millions now living will never die"; and that surely if their

"millions now living will

understanding of divine prophecies was correct in 1914, their present message should be regarded seriously. Declare your absolute confidence in the message, that you believe it to be a fact, or you wouldn't be out telling about it. Bring them to the point of admitting that they are interested, and then ask them point-blankly again whether they do not think it is worth a few evenings' time to read the book and find out something about the matter. Then mention the price and point out that further reading is provided so that they may watch the inauguration of the Golden Age through a bi-weekly magazine of that name. They will then discern something more in the present troubles than merely ominous signs of gloom and despondency. They will see that there is something beyond this terrible time of trouble, that the Lord told what it is; and that THE GOLDEN AGE magazine will bring this to their attention for their encouragement.

Proposals for Renewals

The Director will bring to your attention subscriptions as they are expiring. Special attention should be given to obtaining a year's renewal from subscribers now on the list. Heretofore it has been recommended that no premium be given with a renewal subscription, and we believe this is the method that should be used when first approaching one whose subscription is expiring. Merely speak to them on the subject of renewing for $2.00 per year. If they do not care to renew, then as a first inducement offer a copy of "Millions Now Living Will Never Die" as a premium. If this does not obtain the renewal subscription, then make a second offer of two booklets—"Millions Now Living Will Never Die" and "Talking With the Dead" for $2.25; and if a third offer is necessary, then "The Finished Mystery" and "Millions Now Living Will Never Die" for $2.85. If these offers are unavailing then we believe that further efforts should not be put forth and that the subscriber should be permitted to drop from the list.

The "Millions Now Living Will Never Die" booklet should be left as a premium only when a promise is given to read it. Such copies as are sold should be followed up with a canvass for "The Finished Mystery".

In soliciting renewals "millions now living will never die" should be the theme of the canvass.

The commission on renewal subscriptions will be the same as on new subscriptions.

In making the house-to-house canvass following up the distribution the Director will see that you have up-to-date sample copies of THE GOLDEN AGE to canvass with.

Service Privileges of All

Every person in the truth has the opportunity of heralding forth the glad tidings and comforting message — "millions now living will never die". The message is not limited to brethren who can do public speaking, but is one that the sisters and those brethren who are not qualified to do public speaking—yea, all can go forward and tell. It is a message that will be advertised during this coming winter in every city of any size for at least four weeks of public

Message Not Canvas The Witness

The combination offer, then, that is suggested is the Seventh Volume and THE GOLDEN AGE for $2.75. The "Millions Now Living Will Never Die" booklet we recommend be used in the following manner: If, after you have canvassed for "The Finished Mystery" and THE GOLDEN AGE, the people for some reason or other say that they cannot take either publication, then bring to their attention the booklet, "Millions Now Living Will Never Die". Offer to sell them a copy of this booklet for 25 cents, provided they promise to read it. Ten days after having delivered the booklet, call again upon the parties and ascertain whether they have read it. If they have not, ask that they return the book and refund their money. Tell them that you are not a book agent, but that you are interested in giving this message of comfort and cheer to everybody, and that if they are not sufficiently interested in a fact that so closely concerns them —that millions now living will never die—you wish to put the book into the hands of someone who will be interested. Say that paper is too scarce and the time too limited to supply everyone with a copy, and that we supply only those who will read. But if they have read the book, you then have an open field for placing a copy of "The Finished Mystery". The booklet "Millions Now Living Will Never Die" should then be considered as merely a lengthy canvass or opening wedge for people who cannot decide from a short canvass whether or not the information is worth $2.75. We anticipate that the "Millions Now Living Will Never Die" booklet will convince all such that they should get "The Finished Mystery" and ascertain whether they are likely to be among these millions and what conditions they will have to comply with to be of that number. Impress upon them that the booklet is merely a report of a lecture on the subject and does not contain the convincing proof that "The Finished Mystery" gives, but that the booklet might well be considered a help to set forth and keep fresh before the mind the points that must be settled to prove that "millions now living will never die". Having these points clearly in mind as they read the Seventh Volume, they will find that the various proofs therein will confirm what is stated in a general way in the booklet.

Special Offer of Three—$2.85

In approaching those who have read the "Millions Now Living Will Never Die" booklet, offer them the three books for $2.85; or, in other words, offer to rebate them 15 cents on the cost of the "Millions Now Living Will Never Die"; that they may still have the advantage of the offer of the three articles at $2.85. This is the regular combination offer for the three. If you find some who have not read the book but who see your earnest desire to have them read it, and who then promise to read it in two weeks or so, the book could be left with them. A second call should be made to find out whether they have read it; for this opens up a further market for the Seventh Volume and THE GOLDEN AGE.

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meetings, as recommended recently in a letter suggesting a series of meetings on this topic. It is a message that will go forth by mail to a large number of people never before reached by the truth. Hence, the publicity that is being planned will be linked up with the Seventh Volume, THE GOLDEN AGE, and, in fact, all the STUDIES IN THE SCRIPTURES; for they are the only books which tell that "millions now living will never die".

What of Immortal Souls?

In going from house to house you will meet people who will bring up the subject of the immortality of the soul as an offset to the message "millions now living will never die". These people should be brought step by step to realize the truth of our message. Supply them with a copy of the "Talking With the Dead" booklet on the same conditions above outlined for supplying to others a copy of the booklet, "Millions Now Living Will Never Die". Impress upon them that it is not spiritistic propaganda, but that it demonstrates the impossibility of talking to the dead, because they are dead; but that at the same time it admits that communications can be held with spirits and tells who these spirits are. This booklet, too, should be sold only on condition that it be read. Then follow up and see that it is read; for it is the opening wedge for "The Finished Mystery", or in some instances merely the opening wedge for the "Millions Now Living Will Never Die" booklet, and later "The Finished Mystery".

Talk of Future

We need no longer show that the book applied to the war and foretold conditions that actually came then. These predictions have come to pass, and people are not so much interested in the fact that a book once told about them. What they want is something that will tell them of the future. Hence, "The Finished Mystery" steps to the front rank again in taking the prospective instead of the retrospective view.

Let The Gospel Convince

In your canvass do not attempt to tell why millions now living will never die. Merely touch the salient points. Tell them that you have mentioned only the chief points; that in the 24th chapter of Matthew there are 51 verses setting forth 26 different signs which Jesus said would mark the time when "millions now living will never die"; and that they can read that chapter for themselves and see whether the events prophesied therein are not happening before their very eyes. Point out that this chapter merely narrates what one writer has to say, but that there are 66 books in the Bible which tell the same story. "The Finished Mystery" explains what each prophet and apostle predicted concerning the time in which we are now living; and they can have the heart satisfaction that comes from absolute knowledge of this as given to us in the Bible. But impress upon them that they cannot get the information without reading; that you are not attempting to give full proof, but merely calling their attention to the book that contains it.

Millions Now Living Will Never Die

In your canvass use the phrase "millions now living will never die" again and again, so that when you leave this message will be impressed indelibly upon their minds. In your work remember that the message is being given "for a witness'—not merely the one witness, but the message is to be left as a testimony, in the same sense as the word testimony is used in Luke 21:13, where it is stated that being persecuted, being cast into prison, brought before kings and rulers, "shall turn to you for a testimony". In Luke's use of the word it means that this gospel is to be preached as a witness to serve the same purpose as the persecutions did—as a testimony in our behalf. Hence it is not merely once witnessed, but witnessed until everybody knowing of it is repeating it, wondering about it, investigating it, and believing it; for it is the message that the church leaves as a heritage of comfort for the world to buoy them up in their time of severest trouble. Of course, not all will believe; but the witness is to be given; and in giving the witness, the Apostle Peter tells us, we are hastening the coming of the day of the Lord by supplying the fuel that will set on fire the heavens (ecclesiastical ruling powers), causing them to dissolve as a result of the heat of public investigation and discussion, which will in the same manner melt the elements, the various parties and sects that comprise and hold up the present order of things. So then, in our Lord's own words, it is stated that the end shall come when this gospel, "millions now living will never die", shall have been preached as a witness; and the Apostle Peter adds that the giving of this message is really hastening the end, and therefore our own glorification.

How Long

How long will it be before the end of our work—until this gospel of the kingdom, "millions now living will never die", is preached in all the world for a witness? And how long will it take? That depends on the amount of effort put forth hastening the presence of the Day of the Lord. In other words, our end will come after the witness is given that hastens the day of the Lord and our glorification.

Awakened Interest Open Field for Gospel

These suggestions should be put into use in following up the wide distribution of the special issue of THE GOLDEN AGE for September 29. The message that this issue contains is an important one; and in going from house to house you have impressed upon the people that you believe it to be important. With the assistance of the letter addressed to the "Man of the House" it is expected that there will be a larger percentage read than in any other distribution of literature previously made. Having this message then, that "millions now living will never die", you will no doubt find the next few months a season of encouragement in the work. Endeavor to redeem the time as much as possible from other duties to make use of this interest, as otherwise the distribution will be more or less in vain. People should not be left to themselves to send in their subscriptions because interested. Generally they will wait for your return; they are expecting you; they are holding their subscription to give to you because you delivered them a sample. They want you to get the credit of the subscription and do not wish to send it to the home office. If you delay to call upon them, they will think that the magazine is not altogether necessary. They will have forgotten about the cheer and comfort and the optimistic feelings that were theirs during the week past; and in two or three months later they will become more thoroughly convinced that they do not need the magazine. It is, then, while they are in a receptive attitude of mind and open for further information that the canvass should be made; and while they are enjoying the message that it contains they will be swept off their feet as you tell them the further and grander message that "millions now living will never die". There is not a person on the face of the earth, aside from the truth friends, who wants to die; and when you look at the lady of the house and tell her that she has excellent chances of never dying, or when you tell a man who is interested in life or business ventures that he is never going to die, surely it is a message of comfort. Therefore it behooves each one who possesses it, and who has the heart satisfaction of knowing it to be a fact, to give out the blessing to others.

Up to this writing we can give no report of the work beginning with the 21st, but we hope that through the activities of the friends in the next few months reports will show an increased subscription list and also a larger circulation of "The Finished Mystery".

The Golden Age

"millions now living will never die"